

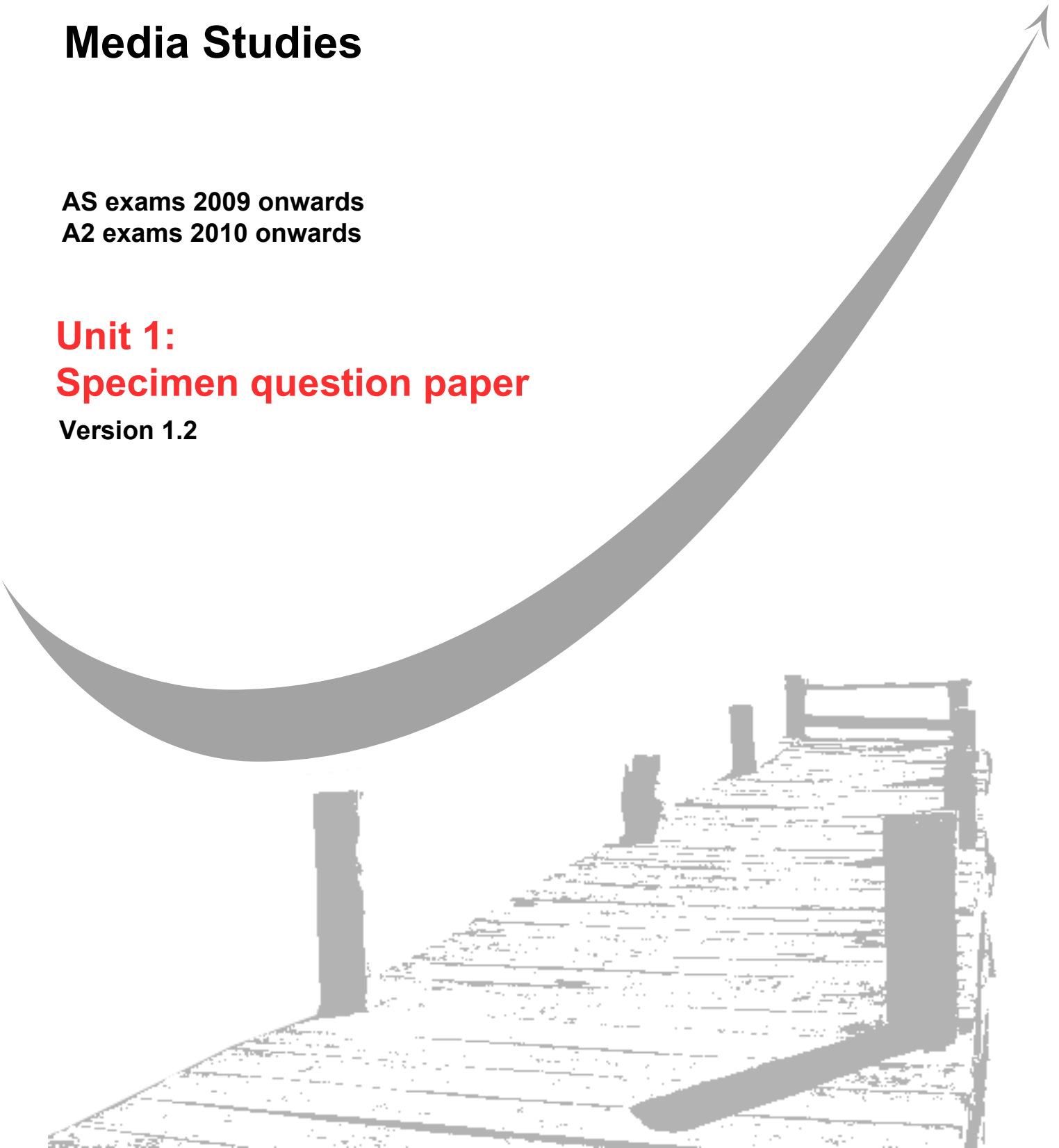
GCE
AS and A Level

Media Studies

AS exams 2009 onwards
A2 exams 2010 onwards

Unit 1: **Specimen question paper**

Version 1.2



Surname						Other Names					
Centre Number						Candidate Number					
Candidate Signature											

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General Certificate of Education
Advanced Subsidiary Examination
Specimen Paper



MEDIA STUDIES
UNIT 1 Investigating Media

MEST1

<p>For this paper you must have:</p> <ul style="list-style-type: none"> No other materials required.
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Time allowed: 2 hours (including 15 minutes viewing/reading time)

Instructions

- Use black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all **four** questions in Section A and **one** question in Section B.
- Do all rough work in this book. Cross through any work you do not want marked.
- If there is not enough space for your answer(s), use the extra page(s) at the end of this book. If you do this make sure that you show the number of the question you are answering. You do not need to fill the space provided for each response.

Information

- The maximum mark for the paper is 80.
- In this paper you will be expected to show that you know and understand: media concepts
how meanings and responses are created within media products and processes.

Advice

- You should read Section A of the question paper carefully first.

Quality of Written Communication

- Quality of Written Communication will be assessed in all Section B responses. You are required to:
 - ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear;
 - select and use a form and style of writing appropriate to purpose and to complex subject matter;
 - organise information clearly and coherently, using specialist vocabulary where appropriate.

For Examiner's Use			
Number	Mark	Number	Mark
1		4	
2		5	
3		6	
Total (Column 1)		→	
Total (Column 2)		→	
TOTAL			
Examiner's Initials			

SECTION A

Answer all **four** questions.

You should spend approximately 15 minutes studying the media product reproduced on page 3 and making notes on it. These notes will not be marked.

You should spend approximately 15 minutes answering each question in Section A.

All answers should be supported with evidence from the webpage.

Carefully study the printout of the *Livelistings* website homepage for March 2007 reproduced on page 3. You should bear in mind that the website is interactive, enabling the user to follow hyperlinks to further pages.

You may make notes on this page





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Festivals
Fairs & Markets
Theatre
Dance
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Classical
Opera/Ballet

CLUBBING

Club News

Hot on Road Charts

REVIEWS

Theatre Reviews
Festivals Reviews

THEATRE LISTINGS

Theatre
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Musicals
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Classical
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OTHER LISTINGS

Visual Arts
Gaming
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Women's Fest
Latin Dance
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Conferences & Seminars

Latest News

OTHER EVENTS

You Won't Be
Squashed
International Women's Month
Capital Women's Carnival
Black History Month
Festivals
Health

Live Listings Magazine

Welcome to the on-line service of LITF Listings Magazine, (Proud member of EBWBO Awards, 2005/4) the real guide to what's happening in multicultural London and the UK.

This is the place to find out what is happening in multicultural London and the rest of the UK. Check the date to our listings covering music, theatre, clubbing, stuff for the kids, art galleries...

International Women's Month
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News

The Habesque Bridal Show
Most women dream of the perfect wedding. But when do you start? What should do you go for which flowers are best? Who do you invite? Where do you hold the event? So many questions, so little time... [\[more...\]](#)

Other News: Review @ The Chocolate Bar - [\[more...\]](#)
The Good Copy Guide Award - [\[more...\]](#)

Dance

Moving Parts - A Double Bill
Ank Baggio when classical Indian dance meets all visual theatre! You have an elegantly performed Justified After Cop Story... [\[more...\]](#)

Vis Arts

Geographies of De Miranda
Overturning the assumption of fixed national identities, using multimedia, video and installation... [\[more...\]](#)

Film Review

The Last King of Scotland
While it is a film made in the style of a documentary 'The Last King of Scotland' is, without a doubt a ring of a film... [\[more...\]](#)

Clubbing

Beer parties with a Serbian/Balkan theme
Beer events, London's Serbian Friends Organized, celebrated its third birthday bash at the new clubbing Mango Club in east London... [\[more...\]](#)

Theatre

Black Heroes in the Hall of Fame 2007
What do the names Nelson Mandela, Martin Luther King and Malcolm X have in common? [\[more...\]](#)

Pop

'You know I'm no good' - A Brit Award Proves Otherwise for Winehouse!
In the past year a number of female artists have emerged onto our music scene, some more controversial than others... [\[more...\]](#)

Vis Art

South Africa's SHB in Art
Art has always been a medium which reflects the changes and struggles in society... [\[more...\]](#)

Rap Music

The Biggest midget in town
Loudille was able to destroy Top 40 in a matter of a few hours. And an up-and-coming female MC who calls herself 'GorillaBunny' might well do the same... [\[more...\]](#)

Special Events

Forget Dinner - Let's go to bed!
What will the average urbanite subject themselves to in order to find love? This is a question that is not easily answered since finding love in the day and age is a quest not meant for the faint of heart... [\[more...\]](#)

Celebrations

Chinese New Year [\[more...\]](#)
Old-Of-Fish [\[more...\]](#)
Elections [\[more...\]](#)

Other Features & Events

Classical: Marks of the Sea... [\[more...\]](#)
Classical: An evening of Schubert Lieder... [\[more...\]](#)
Contemporary: Who Tickets for the Habesque Bridal Show... [\[more...\]](#)
Theatre: Equus... [\[more...\]](#)
Music: Competition: Win tickets to see Blue... [\[more...\]](#)
Classical: Harlow Composer Leads in London... [\[more...\]](#)

Editors Notes

Read what your Editor has to say this month in the newest LITF Listings Magazine that not even [\[more...\]](#)

Services

Click here for [Consultancy & Contract Publishing Services](#).

AWARDS

GAB Award November 2006-7
GWIBWBO (Global Women of Innovation & Inspiration) Award 2005-6
EBWBO (European Enterprise) Award 2003-4

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SECTION B

Read both questions, then choose **one** of the following questions, **either** question 5 **or** question 6.

You should spend approximately 45 minutes planning and writing your answer to your chosen Section B question.

EITHER

- 5 Explore the ways target audiences consume and respond to media products across different media platforms.

Support your answer with reference to examples from your case study.

(32 marks)

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There are no questions printed on this page.

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Text One: *Livelistings* website March 2007